

ITEM 12  
BILL 69 (2013)

**From:** Stann Reiziss [reiziss@hawaiiantel.net]  
**Sent:** Wednesday, January 15, 2014 4:23 PM  
**To:**  
**Cc:**  
**Subject:** Budget Committee Testimony BILL 69 - Friday, January 17, 2014

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Aloha Honolulu City Council Budget Committee Member:

Please vote **AGAINST Bill 69** concerning Bus Billboards.

This issue is about respecting the visual integrity of our beautiful Hawaiian Island. Be assured that there isn't, nor will there ever be a tourist attracted by a bill board.

Fact: Recently, while riding the bus, I noticed that less than 50% of the space available for advertisements was being used.

Further insulting that fact, a substantial number of spaces were advertisement for the advertising space.

Who will market the outside Bus Billboards? The present agency with the bus advertising contract as a political reward for a job poorly done?

Perhaps some Mainland billboard experts who have managed to defile the visuals in so many other Mainland cities.

Who will approve or reject the contents?

Who will enforce violations?

Surely not those currently responsible for enforcement. If they did enforce the numerous violations of the current law, and actually collect the fines, the mayor wouldn't be pleading for bus money.

And ... to really beef up the current bus fund shortage, have the DPP enforce the law against illegal vacation rentals.

Quit letting them waive the hundreds of thousands of dollars in fines that have accumulated and are so needed by the bus system that transports the visitors to their illegal accommodations.

The mayor's representative, Michael Formby, in a recent StarAdvertiser editorial stated that "Mayor Caldwell is against billboards".

Despite evidence to the contrary, the Mayor is now off the hook, even though he requested the initiation of Bill 69.

Therefore, if Bill 69 becomes law, the entire current Honolulu City Council will be forever remembered as THE COUNCIL THAT OVERTURNED THE 100 YEAR PRECEDENT AND LAW PROHIBITING BILLBOARDS FROM DEBASING OUR UNIQUELY

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BEAUTIFUL HAWAIIAN ISLAND, OAHU.

Please, out of respect for our aina, reject Bill 69.

Thank you for your consideration of this testimony,

Stann W. Reiziss, Ph.D.  
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